

National Estate Planning Awareness Week Email

Example: “What is NEPAW?” framing - Staff

October is National Estate Planning Awareness Week! Below, find a standalone email encouraging your staff members to create their estate plans.

This is an example only. In order to receive your email and Tracking Link, please request a customized version of this email from your Strategist.

Email

Subject: Have you made your will yet, [NAME]?

Preview text: NEPAW is a great time to protect what matters to you.

Body:

Dear [NAME],

October 20th to 26th is National Estate Planning Awareness Week. This week, we’re encouraging our entire community, including staff, to create a plan for you and your loved ones. Creating a will and estate plan aligns with our efforts to [MISSION], so we want to make sure you have the information and tools you need to advocate for the future.

With our partner, **FreeWill**, you can create or update your plans in just 20 minutes. A will allows you to:

- Plan for all of your assets
- Designate guardians for your pets and children
- Gain peace of mind knowing you’ve protected your loved ones.

[Create my will](#)

Whether you are starting from scratch or updating an existing plan, this tool makes it easy to make your wishes known and possible to complete this week.



We cannot fully live out our mission without first caring for ourselves and those closest to us. Thank you for everything you do to move our work forward. I hope you'll take advantage of National Estate Planning Awareness Week to do something meaningful for yourself.

Make your will today. If you have any questions, do not hesitate to contact [NAME] at [CONTACT INFO].

With appreciation,

[SIGNATURE]